



Venomocity & Youth Coalition Outreach Event Guidelines

Items to bring:

- ☐ Venomocity branded banner or pop up banner
 - Use of these logged by ADHS BTCD/please return to ADHS BTCD after event
- ☐ Venomocity branded e-mail sign up sheets
- ☐ Brought to you by addiction. Commercials (DVD)
- ☐ Lap Top (in applicable)
- ☐ Venomocity branded merchandise
- ☐ Be Tobacco Free merchandise OR
- ☐ Tobacco Free Arizona merchandise
- ☐ ASHLine flyers
- ☐ Photo release forms
- ☐ Digital camera
- ☐ Pens/pencils/scissors/tape
- ☐ Youth Coalition Recruitment Cards

Guidelines:

1. At events, clothing with the Venomocity logo on them (t-shirts, tanks) should not be worn by those folks who do not look like they could pass for the 12-17 year old demographic... t-shirts and tanks should be being worn by the kids in attendance.
2. **Merchandise**
 - Merchandise is to be used as an incentive to gather email addresses at events. Once an email sign up has been achieved, merchandise is given out. If you are unable to gather emails (from 12 year olds) they can receive a venomocity item.
 - Items with the Venomocity logo on them should not be handed out at events to children under 12; if a child looks under 12 (ask them their age) and under 12 should receive be tobacco free or TobaccoFreeArizona.com merchandise.
 - Items with the Venomocity logo on them should not be handed out to adults. If a person looks older than 17 and/or is presenting themselves as a parent, they should receive TobaccoFreeArizona.com merchandise or ASHLine information.
 - Take ASHLine information (flyers) to every event in case there is an opportunity to do an intervention or persons (adults or teens) present themselves as smokers. Teens can call the ASHLine or visit ashline.org/WebQuit and will be coached.



3. **Take sign up sheets to every event – USE THEM!** Signing up kids with their email addresses is the key to the follow-up steps we have built into the process evaluation for this campaign. It is not enough to talk to the child, have them answer a question or just hand them merchandise.... The key objective for these events is gathering emails and/or recruiting potential coalition members.
4. **Take photos** Try to get group shots and especially pictures that illustrate youth engagement. If you take photos of individuals you need to have their parents sign a release form. Print out several release forms and have them available as you are snapping pictures so you can get signatures.
5. Once the event is done, FAX or e-mail the sign-up sheets to ADHS BTCD, Attention Ben Palmer at 602-364-0844. You can also scan or attach and email the sheets to Ben at palmerb@azdhs.gov. If you mail the sheets, please keep a copy. Email Ben pictures from the event along with any other details from the event you would like to share. Look for the event summaries from around the state at tobaccofreearizona.com/resources.
6. **Youth Coalition** Whether you have an established coalition, are trying to establish a coalition or have no plans to establish one, Venomocity outreach events serve as good venues to recruitment youth to join the statewide youth coalition. Listed in the check-list are the youth recruitment cards. Hand these out! Gauge the youth's interest and if they are interested, ask them to fill one out or take some to their friends. Direct youth to Facebook and to look for the **Arizona Join the Movement** page.